



WEWS

ORDER

Flight Dates **10/01/12-10/07/12**

Contract / Revision **309843 /** **AFSCME on behalf of OH-16**

Original Date / Revision
08/31/12 09/19/12 Agency Com 15%

Advertiser **AFSCME**

Agency **Adelstein Liston**
Buying Contact
222 W Ontario Street - Suite #503
Chicago, IL 60610

Product

Billing Contact
222 W Ontario Street - Suite #503
Chicago, IL 60610

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:30:00
Estimate # **3203**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 158300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	123	\$134,555.00	\$158,300.00	0.00	10/01/12	10/07/12	123	\$134,555.00	\$158,300.00
Totals	123	\$134,555.00	\$158,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/01/12	10/07/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	10	\$700.00	P-1	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	10		\$700.00		0.00						
N 2	WEWS	10/01/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	9	\$900.00	P-1	0.00	NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WEWS

Print Date: 09/24/12

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Hiatus Dates

Original Date / Revision 08/31/12/ 09/19/12

Order Sep 00:30:00

Advertiser **AFSCME**

Product **AFSCME on behalf of OH-16**

Estimate # **3203**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/01/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	9	\$900.00	P-1	0.00	NM	9	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					9	\$900.00		0.00			
N 3	WEWS	10/01/12	10/07/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$900.00		0.00			
N 4	WEWS	10/01/12	10/07/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	10	\$775.00	P-1	0.00	NM	10	\$7,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					10	\$775.00		0.00			
N 5	WEWS	10/01/12	10/07/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	10	\$775.00	P-1	0.00	NM	10	\$7,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					10	\$775.00		0.00			
N 6	WEWS	10/01/12	10/07/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,400.00		0.00			
N 7	WEWS	10/01/12	10/07/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,000.00		0.00			
N 8	WEWS	10/01/12	10/07/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,400.00		0.00			
N 9	WEWS	10/01/12	10/07/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,200.00		0.00			
N 10	WEWS	10/01/12	10/07/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	10	\$1,100.00	P-1	0.00	NM	10	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					10	\$1,100.00		0.00			
N 11	WEWS	10/01/12	10/07/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	10	\$1,600.00	P-1	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					10	\$1,600.00		0.00			
N 12	WEWS	10/01/12	10/07/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$2,000.00		0.00			
N 13	WEWS	10/01/12	10/07/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,400.00		0.00			
N 14	WEWS	10/01/12	10/07/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/24/12

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Hiatus Dates

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Order Sep 00:30:00

Advertiser **AFSCME**Product **AFSCME on behalf of OH-16** Estimate # **3203**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WEWS	10/01/12	10/07/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	5	\$750.00	P-1	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MTWTF--					5	\$750.00		0.00		
N 15	WEWS	10/01/12	10/07/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$7,000.00	P-1	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	--W----					1	\$7,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/01/12-10/07/12		Wednesday Prime C		10-11p	--W-----	:30		(\$7,000.00)		0.00 NM		
See MG 15.2 [N/A PGM CHG - POLITICAL DEBATE]														
2	WEWS	10/04/12-10/04/12		Thursday Prime A		8-9p	---Th----	:30		\$7,000.00		0.00 NM		
Ⓜ MG for 15.1 10/03														
N 16	WEWS	10/01/12	10/07/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$775.00	P-1	0.00 NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-					2	\$775.00		0.00		
N 17	WEWS	10/01/12	10/07/12	OSU Pre/Post Game OSU Pre/Post Game	CM	12p-12x	-----S-	:30	1	\$5,000.00	P-1	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-					1	\$5,000.00		0.00		
N 18	WEWS	10/01/12	10/07/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$525.00	P-1	0.00 NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-					1	\$525.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/01/12-10/07/12		Criminal Minds		1135p-105x	-----Sa--	:30		(\$525.00)		0.00 NM		
See MG 18.2, 18.3 [N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
2	WEWS	10/01/12-10/07/12		SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$525.00		0.00 NM		
Ⓜ MG for 24.1, 18.1														
3	WEWS	10/01/12-10/07/12		SU 12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$525.00		0.00 NM		
Ⓜ MG for 24.1, 18.1														
N 19	WEWS	10/01/12	10/07/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$775.00	P-1	0.00 NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					2	\$775.00		0.00		
N 20	WEWS	10/01/12	10/07/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,400.00	P-1	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					1	\$1,400.00		0.00		
N 21	WEWS	10/01/12	10/07/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S					1	\$7,000.00		0.00		
N 22	WEWS	10/01/12	10/07/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,700.00	P-2	0.00 NM	6	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MTWTF-S					6	\$2,700.00		0.00		
N 23	WEWS	10/01/12	10/07/12		CM	1135p-12x	-----S	:30	1	\$700.00	P-1	0.00 NM	1	\$700.00

